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result.

CLAIMS:

We claim:

- 1 A method for broadcast advertising to a mobile communication device,
 2 comprising the steps of:
 3 storing acceptance data in the communication device;
 4 receiving by the communication device a broadcast advertisement containing
 5 advertisement data; and
 6 comparing the advertisement data to the acceptance data to obtain a comparison
- 1 2. The method of claim 1, wherein the broadcast advertisement is received by 2 the communication device through a wireless communication channel.
- 1 3. The method of claim 2, wherein the broadcast advertisement is received by
 2 the communication device through one of: a radio transmission, a television transmission, a
 3 Bluetooth signal, and an infrared signal.
- 1 4. The method of claim 1, wherein the broadcast advertisement is received by 2 the communication device from one of: a billboard and a storefront.
- 1 5. The method of claim 1, wherein the acceptance data comprises preferences for accepting broadcast advertisements specified by a user of the communication device.

- 1 6. The method of claim 1, further comprising the step of modifying the 2 acceptance data by integrating entries from a personal information manager.
- 7. The method of claim 1, further comprising the step of displaying the broadcast advertisement on the communication device based on the comparison result.
- 1 8. The method of claim 1, further comprising the step of storing the broadcast 2 advertisement on the communication device based on the comparison result.
- 1 9. The method of claim 8, further comprising the steps of:
- 2 reading deletion data in a stored advertisement, wherein the deletion data indicates
- 3 criteria for deleting the stored advertisement; and
- 4 deleting the stored advertisement from the communication device based on the
- 5 deletion data.
- 1 10. The method of claim 1, further comprising the step of outputting a notification 2 signal to a user of the communication device.
- 1 11. The method of claim 1, further comprising the step of sending an indicator
- 2 signal to a source of the broadcast advertisement, wherein the indicator signal notifies the
- 3 source that the communication device is within a broadcast range of the broadcast
- 4 advertisement.

The method of claim 1, further comprising the step of communicating through 1 12. 2 the communication device with a wireless positioning system. 13. The method of claim 12, wherein the wireless positioning system is GPS. 1 A method for broadcast advertising to a mobile communication device, 1 14. 2 comprising the steps of: 3 receiving by the communication device one or more broadcast advertisements; and selecting at least one of the received advertisements based on preferences for 4 selecting advertisements specified by a user of the communication device. 5 1 15. The method of claim 14, wherein the broadcast advertisements are received from a transmitter when the communication device is within a broadcast range of the 2 3 transmitter. 1 16. The method of claim 14, wherein the broadcast advertisements are received from a local transmitter by the communication device through a wireless communication 2 3 channel. 1 17. The method of claim 14, further comprising the step of modifying the

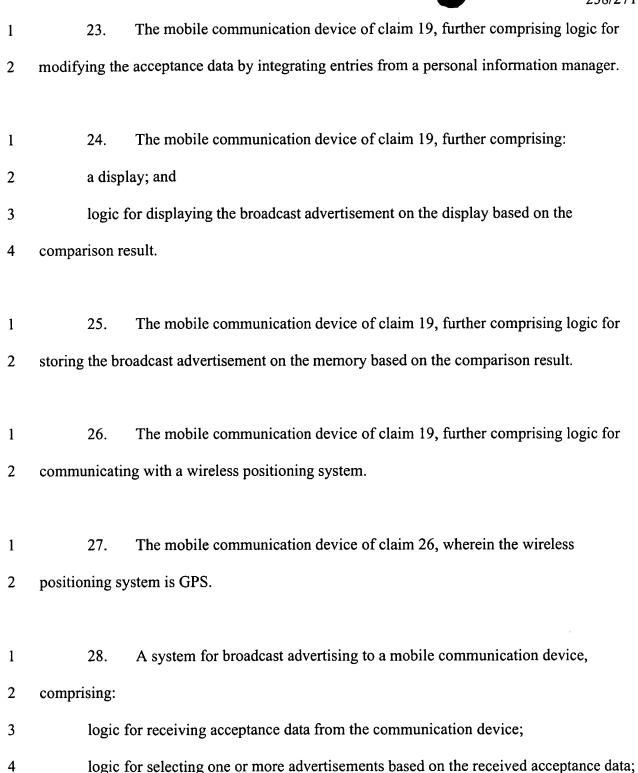
preferences for selecting advertisements specified by the user of the communication device

by integrating entries from a personal information manager.

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1	18.	The method of claim 14, further comprising the step of displaying the selected
2	broadcast advertisements to the user of the communication device.	
1	19.	A mobile communication device, comprising:
2	memory;	
3	logic for storing acceptance data on the memory;	
4	logic for receiving a broadcast advertisement containing advertisement data; and	
5	logic for comparing the advertisement data to the acceptance data to obtain a	
6	comparison result.	
1	20.	The mobile communication device of claim 19, wherein the logic for
2	receiving the broadcast advertisement is capable of receiving the broadcast advertisement	
3	through a wireless communication channel.	
1	21.	The mobile communication device of claim 20, wherein the logic for
2	receiving the broadcast advertisement is capable of receiving the broadcast advertisement	
3	through one of: a radio transmission, a television transmission, a Bluetooth signal, and an	
4	infrared signal.	
1	22.	The mobile communication device of claim 19, wherein the acceptance data
2	comprises preferences for accepting broadcast advertisements specified by a user of the	
3	communication device.	

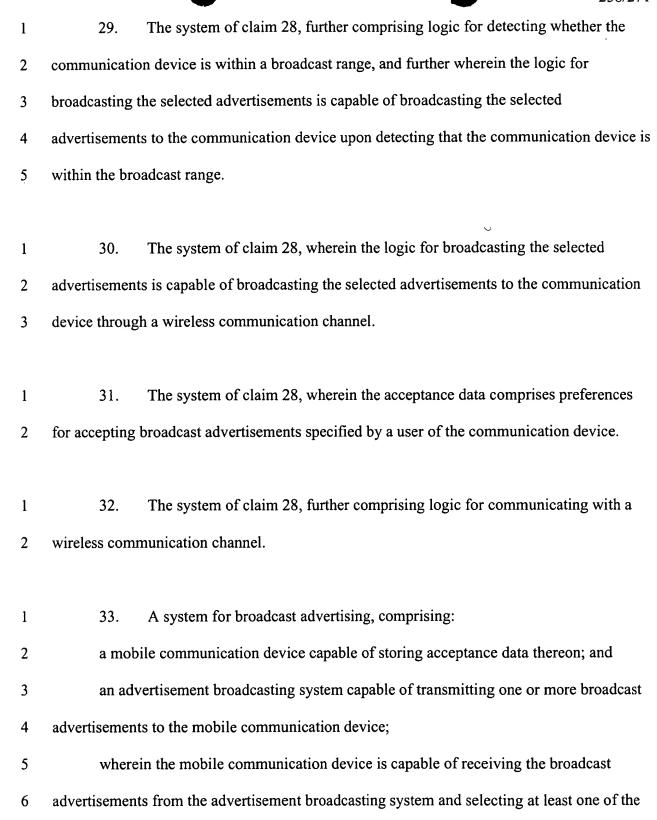


logic for broadcasting the selected advertisements to the communication device.

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and



broadcast advertisements based on the acceptance data.

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- 1 34. The system of claim 33, wherein the advertisement broadcasting system is
- 2 capable of detecting whether the mobile communication device is within a broadcast range,
- 3 and further wherein the advertisement broadcasting system is capable of transmitting the
- 4 broadcast advertisements to the mobile communication device upon detecting that the mobile
- 5 communication device is within the broadcast range.
- 1 35. The system of claim 33, wherein the advertisement broadcasting system is
- 2 capable of transmitting, and the mobile communication device is capable of receiving, the
- 3 broadcast advertisements through a wireless communication channel.
- 1 36. The system of claim 33, wherein the acceptance data comprises preferences
- 2 for accepting broadcast advertisements specified by a user of the mobile communication
- 3 device.
- 1 37. The system of claim 33, wherein the mobile communication device and the
- 2 advertisement broadcasting system are capable of communicating with a wireless positioning
- 3 system.